

FIG. 1 INTERNET SPORTS BROADCASTING SYSTEM 100

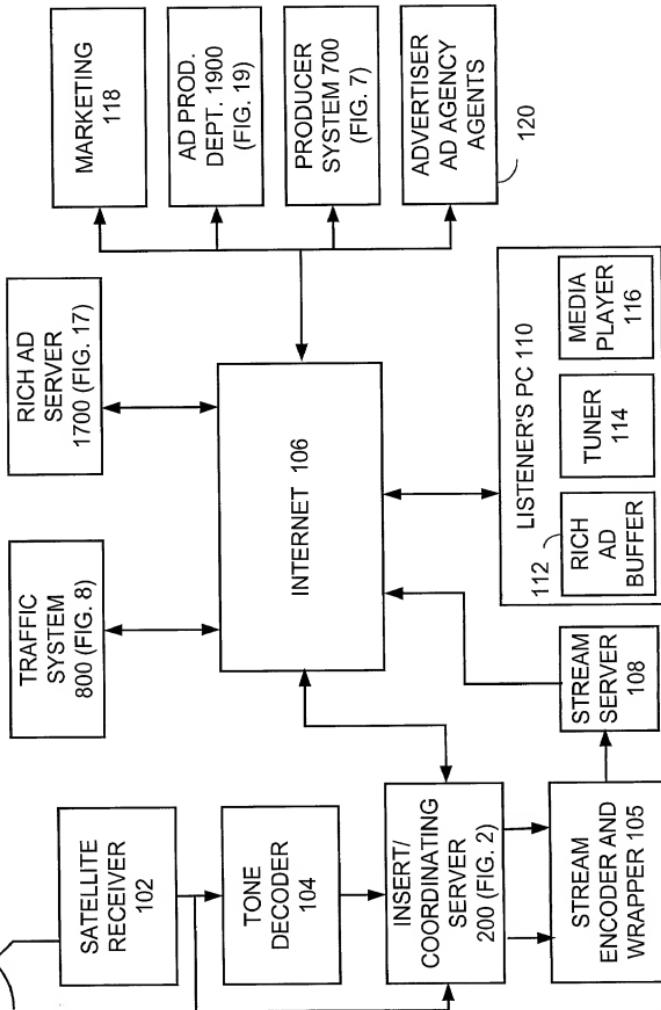
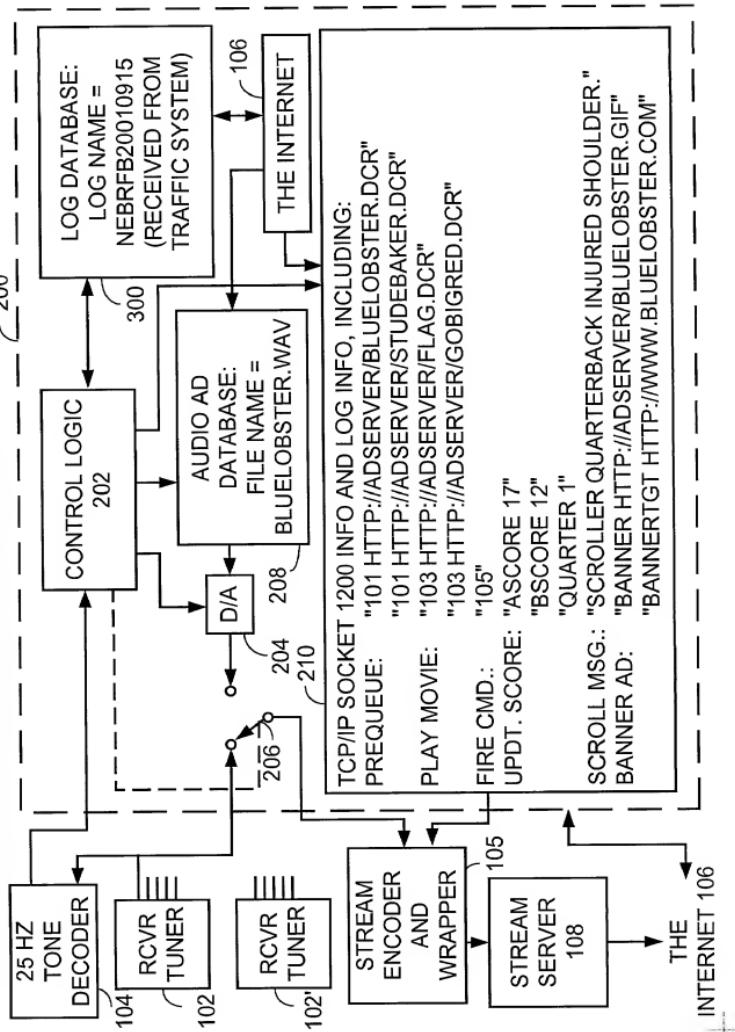


FIG. 2 INSERT/COORDINATING SERVER



A NETWORKED BROADCASTING SYSTEM WITH PROVISION
FOR THE ADDITION OF ADVERTISEMENTS OR MESSAGES

FIG. 3 INSERT/COORDINATING SERVER DATABASES 300

-- SQL SERVER --

| LOG FILES (ONE LOG PER BROADCAST PER DAY)

| LOG NAME = NEBRFB20010915

| TYPICAL LOG ENTRY:

| **** *

| SEQUENCE NUMBER = 87

| AUDIO FILE = BLUELOBSTER.WAV

| BANNER URL = HTTP://ADSERVER.COM/BLUELOBSTER.GIF

| BANNER TGT. = HTTP://WWW.BLUELOBSTER.COM

| RICH AD URL = HTTP://ADSERVER.COM/

| BLUELOBSTER.DEF

| TRAFFIC REF. = [ORDER NUMBER]

| UNIX PLAY TIME = [FILLED IN AT BROADCAST TIME]

| PLAY ERROR = [FILLED IN AT BROADCAST TIME]

| **** *

| AUDIO ADVERTISEMENT FILES

| **** *

| BLUELOBSTER.WAV

| STUDEBAKER.WAV

| **** *

FIG. 4 INSERT/COORDINATING SERVER ACTIONS

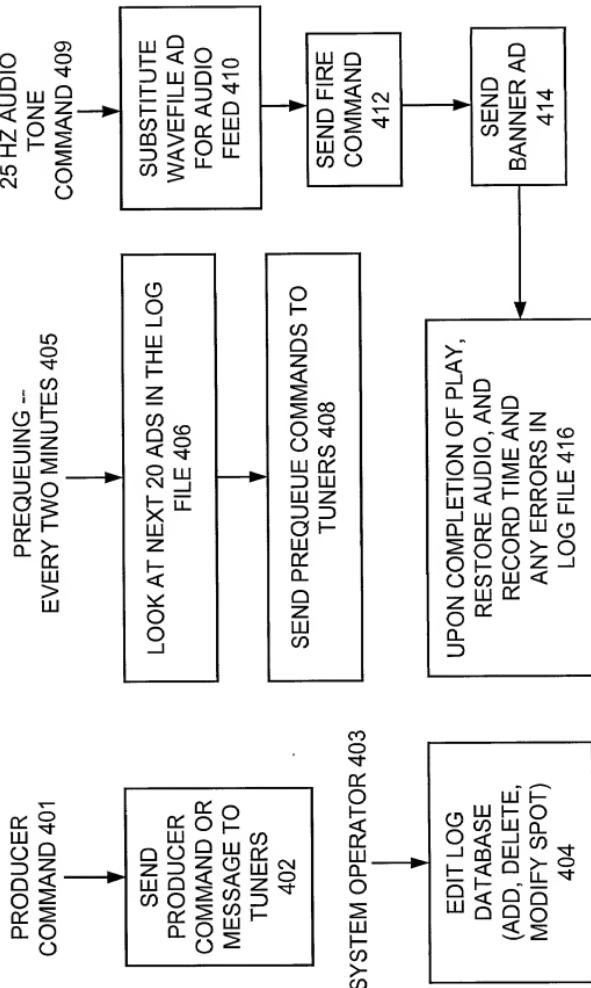


FIG. 5 STREAM ENCODER AND WRAPPER 500

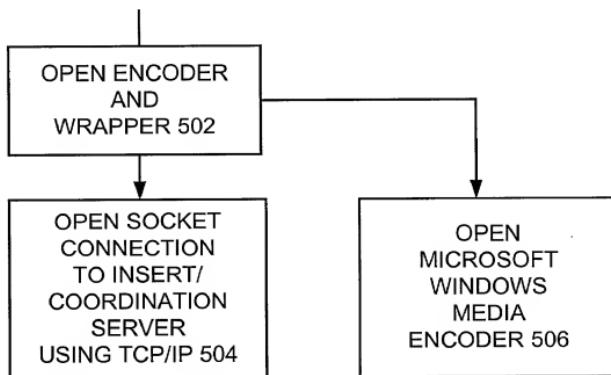
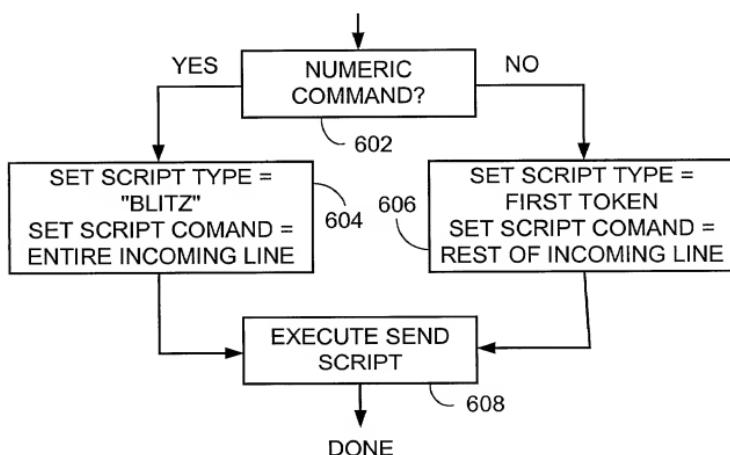


FIG. 6 PROCESSING INCOMING END-OF-LINE EVENT 600



A NETWORKED BROADCASTING SYSTEM WITH PROVISION
FOR THE ADDITION OF ADVERTISEMENTS OR MESSAGES

FIG 7 PRODUCER SYSTEM

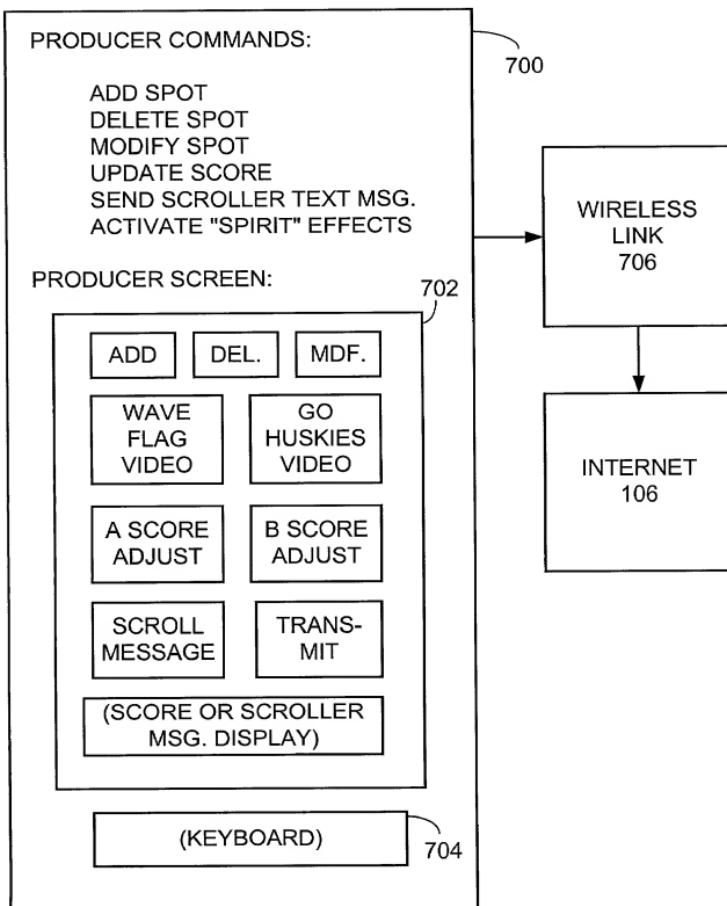


FIG. 8 TRAFFIC SYSTEM

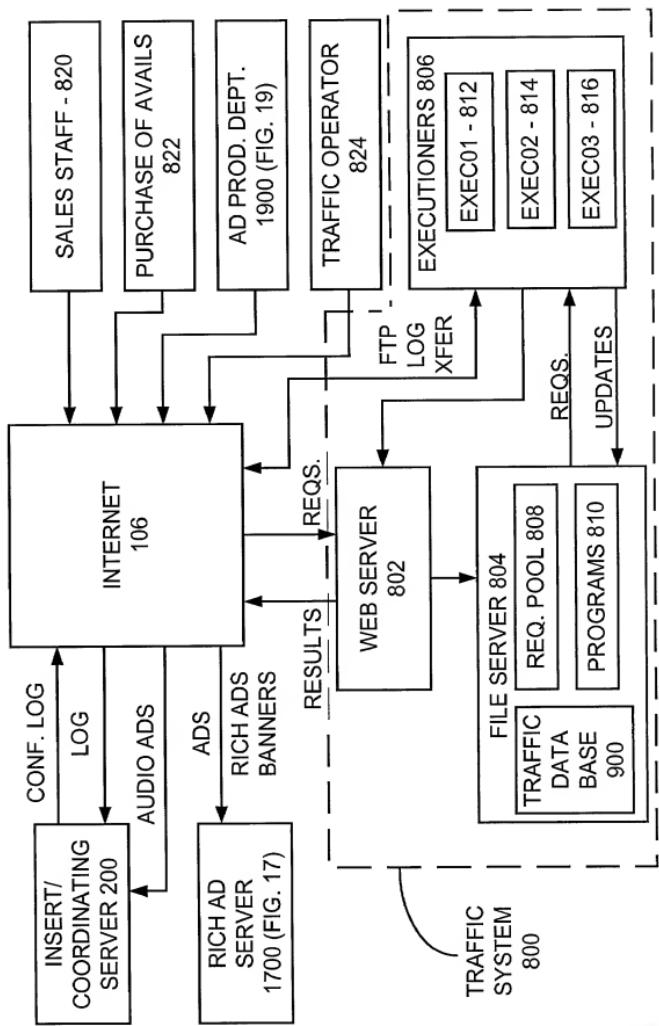


FIG. 9 TRAFFIC SYSTEM DATABASE 900

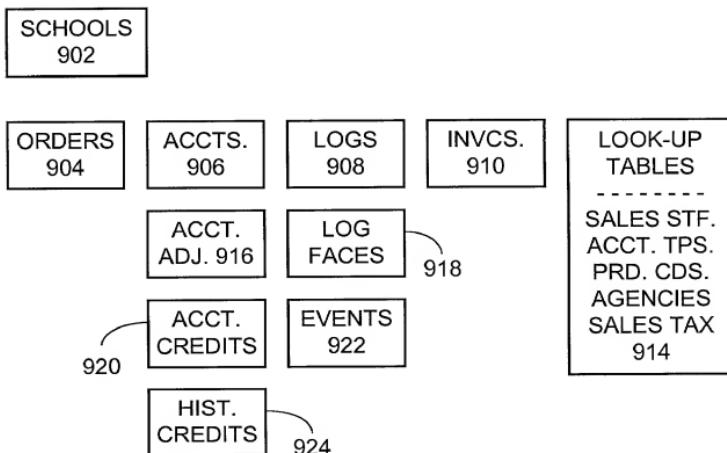


FIG. 10 TRAFFIC SYSTEM SETUP PROCEDURE

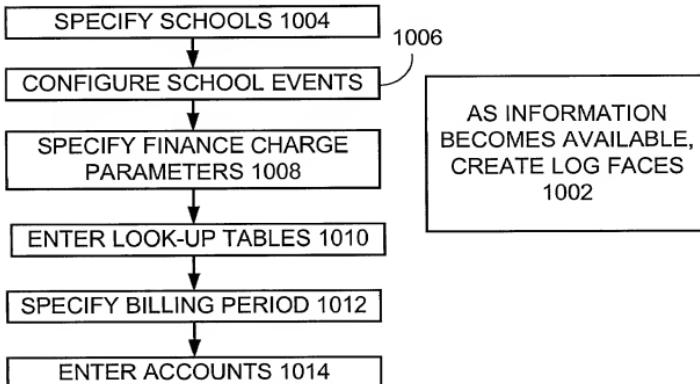


FIG. 11 VIEWING AVAILS

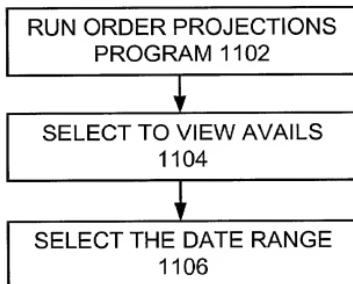


FIG. 12 ENTERING ORDERS

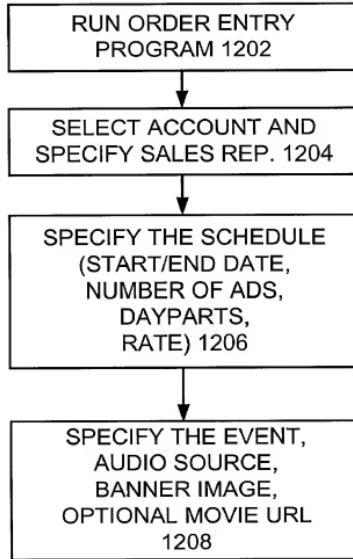


FIG. 13 GENERATING LOGS

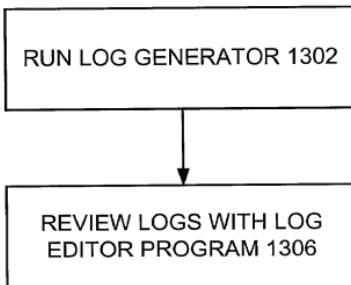


FIG. 14 VIEW CONFIRMED LOGS

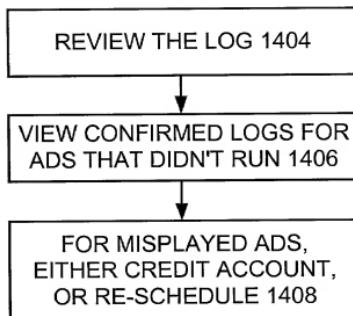


FIG. 15 GENERATING INVOICES

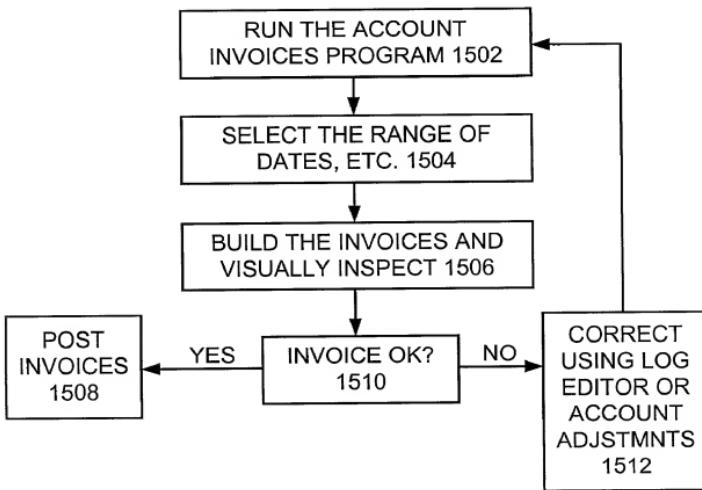


FIG. 16 PERFORMANCE REPORTS

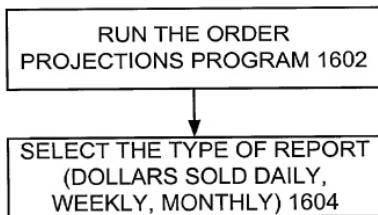


FIG. 17 RICH AD SERVER

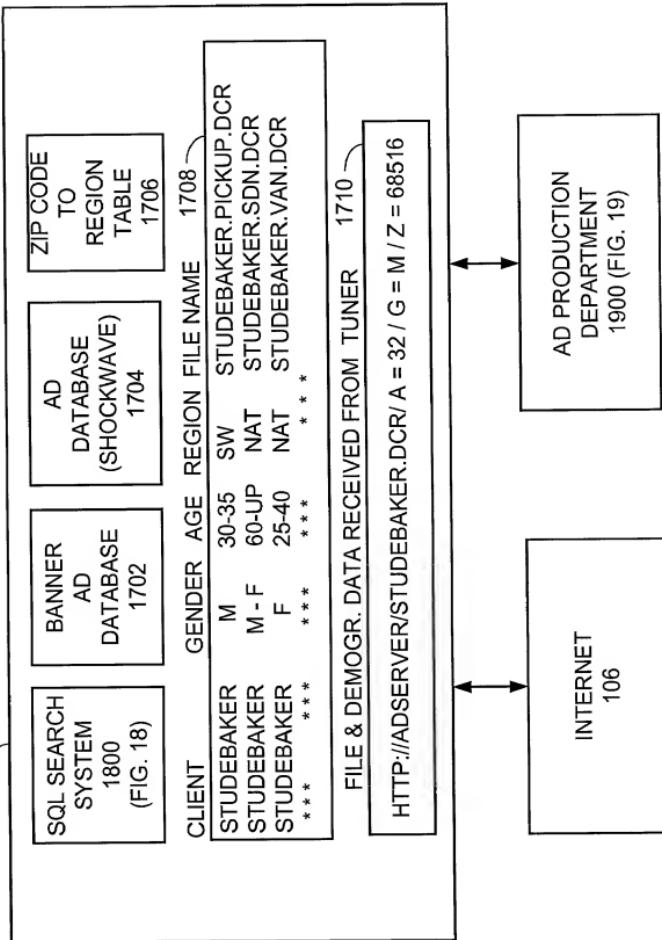


FIG. 18 RICH AD SEARCH SYSTEM 1800

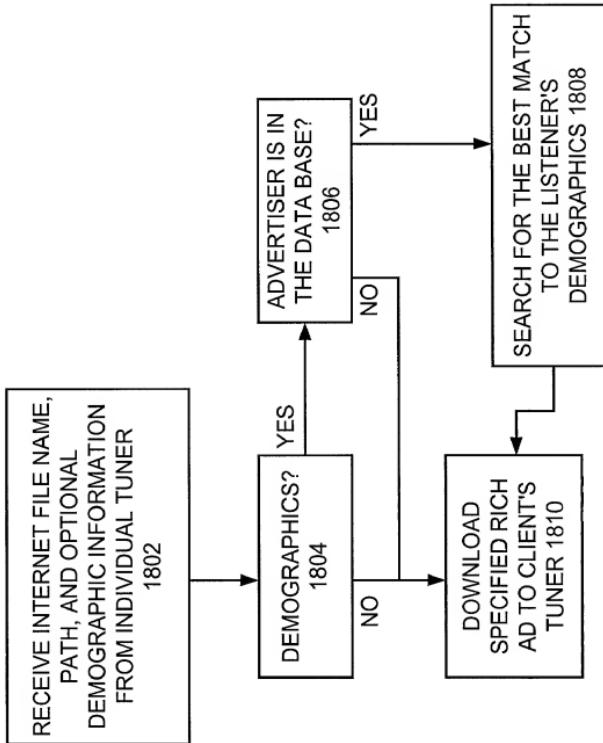


FIG. 19 AD PRODUCTION DEPT. 1900

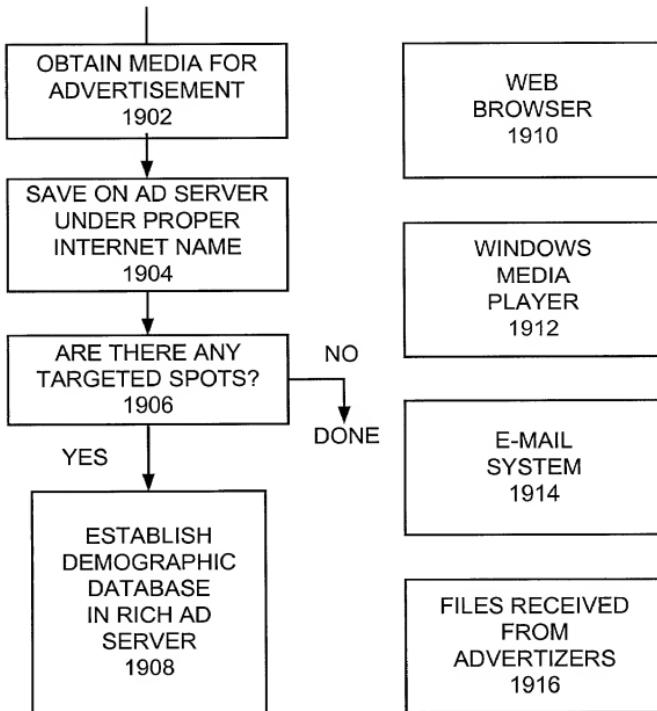
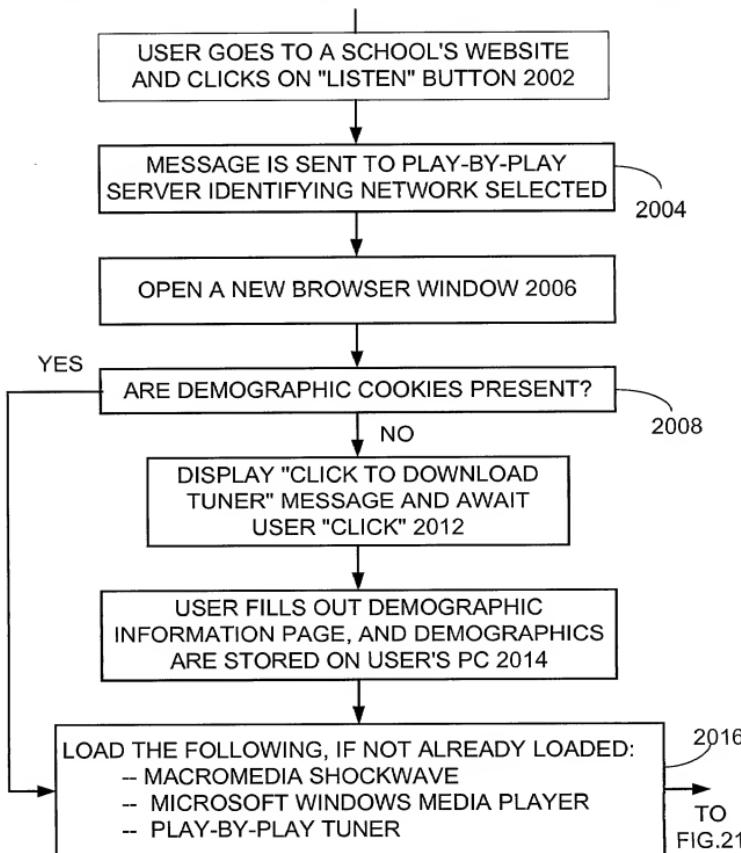


FIG. 20 TUNER STARTUP PROCEDURES 2000



**FIG. 21 TUNER STARTUP PROCEDURES 2000
(CONT.)**

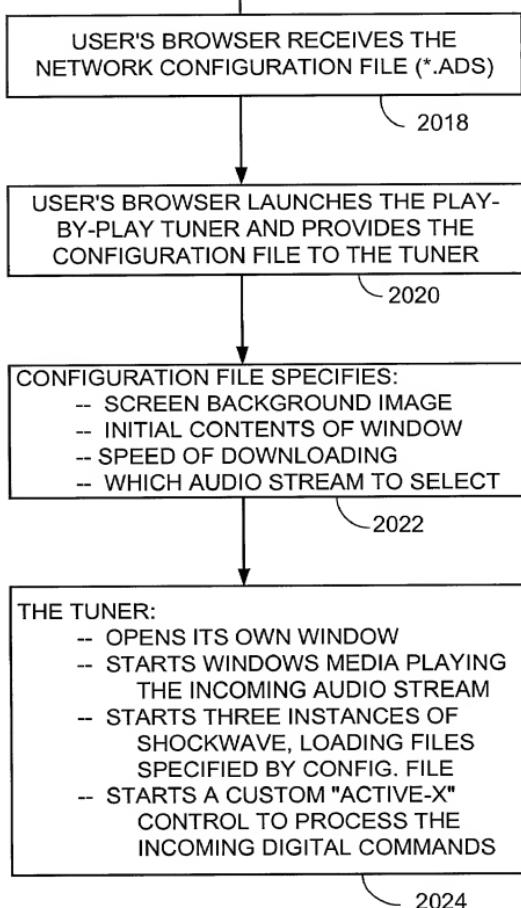


FIG. 22 TUNER OPERATION PROCEDURES 2200

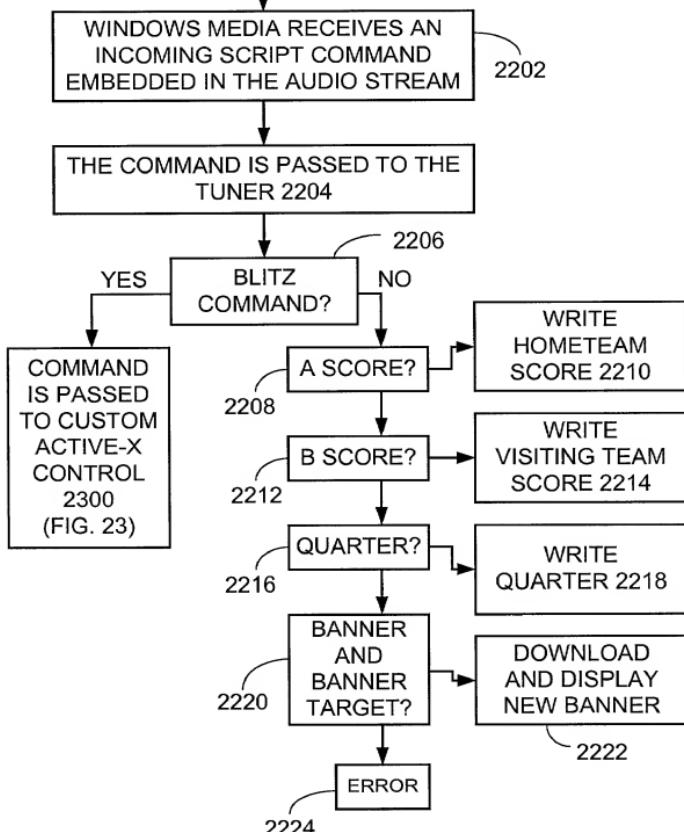


FIG. 23 TUNER ACTIVE-X CONTROL 2300

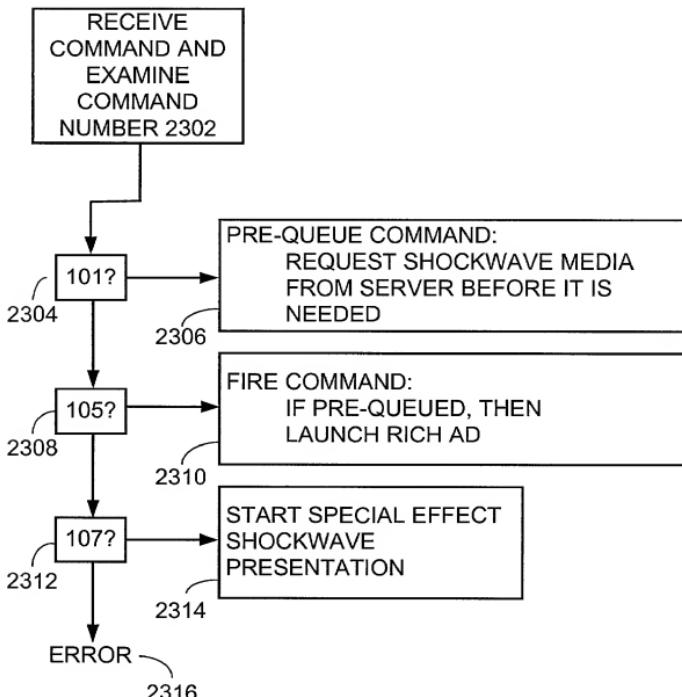
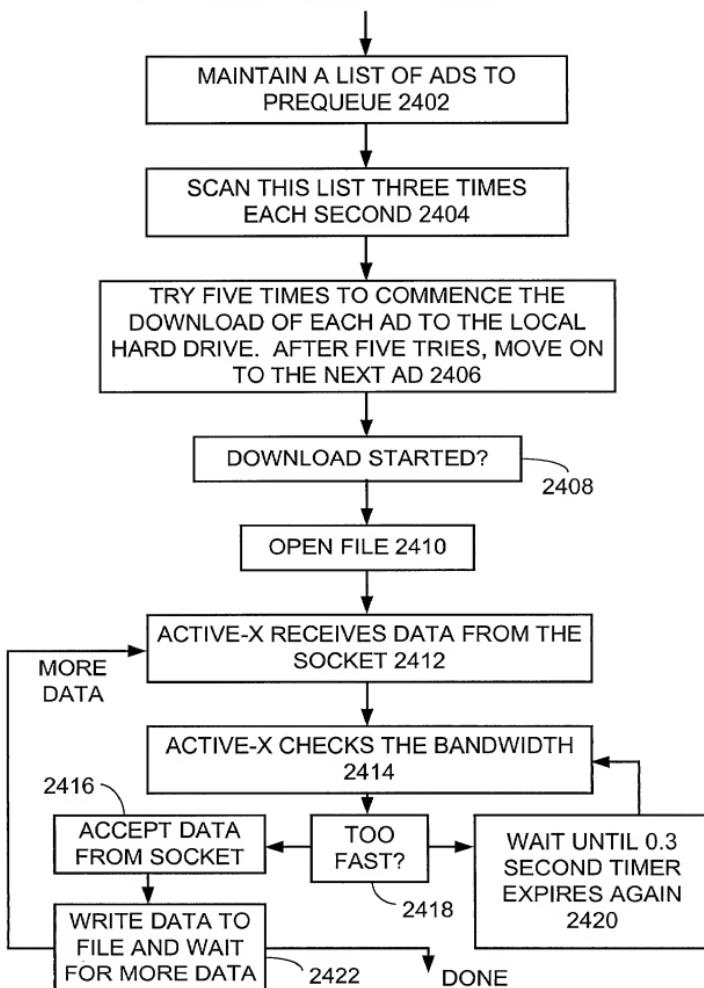


FIG. 24 THROTTLING DOWNLOADS 2400



A NETWORKED BROADCASTING SYSTEM WITH PROVISION
FOR THE ADDITION OF ADVERTISEMENTS OR MESSAGES

Norman Feuer, et al.
Docket No. 042965/0104

FIG. 25 ORDER ENTRY/EDIT SCREEN

ORDER ENTRY/EDIT		2500
ACCOUNT INFORMATION		SCHEDULE
SALES REP:	<input type="text"/> ▼	PRE-GAME START: <input type="text"/> END: <input type="text"/> PXP QTY: <input type="text"/> RATE PER: \$ POST-GAME QTY: <input type="text"/> RATE PER: \$ QTY: <input type="text"/> RATE PER: \$
CONTENT		
EVENT:	<input type="text"/> ▼	LEN: <input type="text"/> MUTE? <input type="checkbox"/>
AUDIO:	ALL FOOTBALL	
BANNER IMAGE URL:	BIG 12 FOOTBALL	
BANNER LINK URL:	NEBRASKA FOOTBALL	
MOVIE URL:	KANSAS STATE FOOTBALL NOTRE DAME FOOTBALL	

FIG. 26 TUNER SCREEN -- COMPRESSED (TOOLBAR MODE)



FIG. 27 TUNER SCREEN -- EXPANDED

